COURSE PROSPECTUS

AI & Machine Learning for Business, Marketing and Finance

Python, pandas, and hands-on machine learning — a 3-week practical programme for graduates and professionals with no coding background

COURSE CODE	AIBM-2026
DURATION	3 weeks · 27 contact hours · 3 sessions/week
DELIVERY	Face-to-face, Kevajopa Technologies Limited, Dar es Salaam
FEE	TZS 480,000 all-inclusive (proposed — see Fees)

About this Programme

AI and machine learning are no longer specialist topics reserved for engineers. Every business function — sales, marketing, operations, finance — now runs on data, and the professionals who can work with that data directly, without waiting on a technical team, have a real advantage.

This programme is built for business, marketing and finance graduates with no coding background. It does not assume you want to become a software developer. It assumes you want to open a spreadsheet-sized business problem, write a small amount of Python to solve it properly, and — by the final week — build and honestly evaluate a real predictive model on realistic business data.

The course is hands-on throughout. Every session includes a lab on real (anonymised, business-realistic) data — customer orders, sales channels, campaign response, customer churn — worked in Google Colab, a free, browser-based notebook that needs nothing installed.

Who This Course Is For

- Recent business, marketing, finance, commerce or economics graduates entering data-facing roles
- Marketing executives and campaign managers who want to work with their own data directly
- Finance and business analysts, sales and business development professionals, and product managers
- Entrepreneurs and small-business owners who want practical AI literacy for their own operations
- Anyone in a business, marketing or finance role who wants a genuine, hands-on introduction to AI and machine learning — not a buzzword-level overview

No programming experience is required or assumed. Week 1 starts from zero.

Entry Requirements

- A bachelor's degree (or final-year student) in business, marketing, finance, commerce, economics, or a related field — or equivalent professional experience
- Comfortable using a computer, a web browser, and email
- Own laptop able to run Google Chrome (or similar). No software installation is required — Google Colab runs entirely in the browser
- No prior coding or statistics background required

What You Will Be Able to Do

1. Write Python confidently enough to automate a small, repetitive business calculation
2. Load, clean and inspect real business data without corrupting it — the single most common failure point in any data project
3. Join, summarise and analyse business data the way a spreadsheet pivot table does, at far greater scale and speed
4. Frame a real business question — "which customers are at risk of leaving?" — as something a model can actually answer
5. Train and evaluate a real machine learning model using scikit-learn, the industry-standard Python library
6. Read a confusion matrix and explain precision, recall and the accuracy trap — the single most common way business AI projects mislead their own stakeholders
7. Translate a model's output into a plain-language recommendation a non-technical manager can act on
8. Recognise the ethical and practical risks of deploying a model without human oversight

Programme at a Glance

Course code	AIBM-2026
Duration	3 weeks · 27 contact hours (3 sessions of 3 hours per week)
Proposed schedule	Tuesdays, Thursdays and Saturdays — evening weekday sessions and a Saturday morning session, to suit working professionals. Confirmed with each cohort.
Delivery mode	Face-to-face at Kevajopa Technologies Limited, Dar es Salaam. Private/corporate cohorts can be arranged online or on-site.
Class size	Small groups, taught in pairs for lab work
Tools used	Google Colab, Python, pandas, scikit-learn — all free, nothing to install
Certification	Kevajopa Certificate in AI & Machine Learning for Business, Marketing and Finance, on completion of the capstone project and at least 80% attendance
Fee	TZS 480,000 all-inclusive (see Fees & Payment)

Week-by-Week Curriculum

WEEK 1 — PYTHON FOR BUSINESS AND MARKETING GRADUATES

No coding background assumed. By the end of Week 1 you can write and test a small, reusable business calculation of your own.

- Session 1 — The workbench & business numbers: working in Google Colab, why the order you run code in matters, and the arithmetic every computer gets subtly wrong with money
- Session 2 — Records & decisions: holding customer and order data as structured records, cleaning messy text fields, and writing rules that apply automatically to every row
- Session 3 — Functions, files & a build: writing a named, tested formula once and reusing it everywhere; reading a real business file and writing a summary back out; a capstone lab building a small spend-analysis tool

WEEK 2 — PANDAS FOR BUSINESS AND MARKETING DATA

The tool that replaces Week 1's manual loops — the same work, at real scale, in a handful of lines.

- Session 1 — The DataFrame & loading real files: loading a real, messy business export from CSV or Excel, and the four most common ways such a file breaks silently on load
- Session 2 — Inspect, then clean: a five-step data-quality ritual run on every file before any analysis; handling missing values, duplicate records, and inconsistent text and date formats
- Session 3 — groupby, pivot & merge: summarising sales or campaign data by region, channel or segment; joining an orders file to a customer master list; and the point in the course where a wrong number stops looking wrong

WEEK 3 — AI & MACHINE LEARNING FOR BUSINESS DECISIONS (CAPSTONE WEEK)

Hands-on machine learning, built on the same clean data skills from Weeks 1 and 2 — the capstone of the whole programme.

- Session 1 — From data to features: demystifying what a machine learning model actually is, turning a business question into a model question, and preparing real data as model inputs
- Session 2 — Build & evaluate: training a real classification model with scikit-learn, and confronting the single biggest trap in business AI — why a headline accuracy figure can hide a model that has learned almost nothing useful
- Session 3 — Risk, ethics & capstone: bias and fairness in business AI, explaining a model's output to a non-technical stakeholder in plain language, and a full individual capstone project — build, evaluate, and write a half-page business recommendation

Teaching Method & Materials

- Every session is hands-on: concepts are taught briefly, then applied immediately to a realistic dataset in a paired lab
- All work is done in Google Colab — free, browser-based, and requiring no installation on any laptop
- Each week includes a printed/PDF walkthrough and self-study guide, written to be worked through independently before or after class
- Realistic (synthetic, non-confidential) business datasets are used throughout — order files, customer records, and a customer-churn dataset for the Week 3 model
- A one-page cheat sheet is issued at the end of each week
- The Week 3 capstone project becomes a portfolio piece — a real predictive model with a written business recommendation, presentable in a job interview or to a manager

Assessment & Certification

There is no written exam. Assessment is continuous and practical:

- Participation and completion of each session's lab exercises
- The Week 1 capstone (a small automated business tool) and Week 2 reconciliation lab
- The Week 3 capstone project: a trained and evaluated model, plus a written business recommendation, assessed on both technical correctness and clarity of communication

A Kevajopa Certificate in AI & Machine Learning for Business, Marketing and Finance is awarded to participants who complete the Week 3 capstone and attend at least 80% of sessions.

Fees & Payment

Item	Amount (TZS)
Tuition fee	450,000
Registration fee (one-time)	30,000
Total	**480,000**

- A deposit of 50% (TZS 240,000) is required to secure a place. The balance is due by the start of Week 2.
- Group rate: organisations sponsoring 3 or more participants on the same intake receive a 10% discount per participant.
- Payment accepted via bank transfer or mobile money — details issued on the invoice following registration.
- Fees are not VAT-inclusive as Kevajopa Technologies Limited is not currently VAT-registered. Government-sponsored places are subject to 2% withholding tax at source, per standard practice.

Fees shown above are proposed for the first intake and confirmed at the time of invoicing. See the accompanying Registration Form to reserve a place.

How to Enrol

1. Complete the accompanying Registration Form
2. Submit it with a copy of your national ID or passport, and academic certificate (or a letter confirming final-year status)
3. Pay the deposit to confirm your place — an invoice will be issued on receipt of your registration
4. You will receive confirmation of your cohort's start date, schedule, and pre-course setup instructions (a Google account is all that is required in advance)

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James Alex Masoy, Managing Director
Make Smarter, Faster, Secure.